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PATENT

Attorney's Docket No. 9213-11

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Borger et al.  
Serial No.: 09/922,348  
Filed: August 3, 2001  
For: **SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS  
FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT**

Date: October 29, 2001

BOX MISSING PARTS  
Commissioner for Patents  
Washington, DC 20231

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MAR 12 2002

SUBMITTAL OF DECLARATION  
UNDER 37 C.F.R. § 1.63

Technology Center 2100

Sir:

In response to the Notice to File Missing Parts dated September 10, 2001, enclosed is a Declaration and Power of Attorney for the above-identified application which has been executed by the named inventors.

A check in the amount of \$130.00 is also enclosed to cover the surcharge under 37 C.F.R. § 1.16(e). Any additional fee or credit may be charged to our Deposit Account No. 50-0220.

Respectfully submitted,

*NJ Boddie II*

Needham J. Boddie, II  
Registration No. 40,519

Customer Number:



20792

PATENT TRADEMARK OFFICE

CERTIFICATE OF MAILING

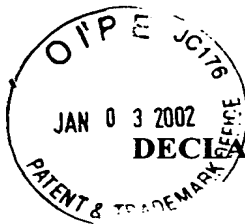
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Box Missing Parts, Commissioner for Patents, Washington, DC 20231, on October 29, 2001.

*Michele P. McMahan*

Michele P. McMahan Date of Signature: October 29, 2001  
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**DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION**

Attorney Docket No. 9213-11

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT**

the specification of which

☐ is attached hereto

OR

☒ was filed on August 3, 2001 as United States Application No. or PCT International Application Number 09/922,348 and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations, §1.56, including material information that became available between the filing date of the prior application and the National or PCT International filing date of the continuation-in-part application, if applicable.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent or inventor's certificate, or of any PCT International application having a filing date before that of the application on which priority is claimed.

NONE			<input type="checkbox"/> Yes <input type="checkbox"/> No
Number	Country	MM/DD/YYYY Filed	Priority Claimed
			<input type="checkbox"/> Yes <input type="checkbox"/> No
Number	Country	MM/DD/YYYY Filed	Priority Claimed

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I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below.

60/224,152	August 10, 2000
Application Number(s)	Filing Date (MM/DD/YYYY)
Application Number(s)	Filing Date (MM/DD/YYYY)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) or § 365(c) of any PCT international application designating the United States of America, listed below.

Appln. Serial No.	Filing Date	Status Patented/Pending/Abandoned
Appln. Serial No.	Filing Date	Status Patented/Pending/Abandoned
Appln. Serial No.	Filing Date	Status Patented/Pending/Abandoned

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following registered attorney(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. I also appoint the following registered attorney(s) to represent me before all competent International Authorities in connection with any and all international applications filed by me with an appropriate receiving office claiming priority to the U.S.

application. I also appoint the following registered attorney(s) to make or receive payment on my behalf in connection with the filing of such international applications.

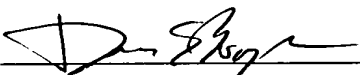
**Customer Number 20792**

Send correspondence to: Needham J. Boddie, II  
Myers Bigel Sibley & Sajovec  
Post Office Box 37428  
Raleigh, NC 27627

Direct telephone calls to: Needham J. Boddie, I  
(919) 854-1400

Facsimile: (919) 854-1401

Full name of first inventor: **Dana Borger**

Inventor's  
Signature:  Date: 9-25-01

Residence: Cary, North Carolina

Citizenship: United States of America

Mailing Address: 130 Loch Lomond Circle  
Cary, North Carolina 27511

Full name of second inventor: **Steve Cox**

Inventor's  
Signature:  Date: 10-9-01

Residence: Durham, North Carolina

Citizenship: United States of America

Mailing Address: 8718 Bromley Road  
Durham, North Carolina 27704

Full name of third inventor: **Tom Gordon**

Inventor's

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Residence: New York, New York

Citizenship: United States of America

Mailing Address: 363 East 76 Street, Apt. 19A  
New York, New York 10021

Full name of fourth inventor: **David Spitz**

Inventor's

Signature:  \_\_\_\_\_ Date: 10-9-01

Residence: Raleigh, North Carolina

Citizenship: United States of America

Mailing Address: 5320 Deergrass Court  
Raleigh, North Carolina 27613

Full name of fifth inventor: **Matthew Squire**

Inventor's

Signature:  \_\_\_\_\_ Date: 10/9/01


Residence: Raleigh, North Carolina

Citizenship: United States of America

Mailing Address: 10105 Touchwood Place  
Raleigh, North Carolina 27613

Full name of sixth inventor: **Jay Thrash**

Inventor's

Signature:  Date: 10/8/2001

Residence: Raleigh, North Carolina

Citizenship: United States of America

Mailing Address: 303 Trappers Run Drive  
Cary, North Carolina 27513

COPY OF PAPERS  
ORIGINALLY FILEDFull name of third inventor: **Tom Gordon**Inventor's  
Signature: Thomas P. Gordon Date: 10/10/01

Residence: New York, New York

Citizenship: United States of America

Mailing Address: **520 East 81<sup>st</sup> St, 6H**  
New York, New York 10028Full name of fourth inventor: **David Spitz**Inventor's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Residence: Raleigh, North Carolina

Citizenship: United States of America

Mailing Address: **5320 Deergrass Court**  
Raleigh, North Carolina 27613Full name of fifth inventor: **Matthew Squire**Inventor's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Residence: Raleigh, North Carolina

Citizenship: United States of America

Mailing Address: **10105 Touchwood Place**  
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